2071419463

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VIRGINIA SLIMS LIGHTER OFFER
PO BOX 4143
SCHAUMBURG IL 60168-9944

Source: https://www.industrydocuments.ucsf.edu/docs/ngym0004

Give us some answers and we'll give you a light.

2071419464

Just fill in the attached survey, sign and mail to us. (Even the postage is free.) And we'll send you our exclusive Silver Screen Lighter fresh from our Fall '95 Virginia Slims V-Wear Fashion Collection. It's refillable and oh-so-elegant in beautiful silver-finish brass.

We'll even include our Fall '95 Virginia Slims V-Wear Fashion Catalog as a special bonus.

So you can go for glamour in a major way.

VIRGINIA SLIMS

Please allow 10 to 12 weeks

Mail the survey today. And get into glamour while it's hot.

□ Mr. □ Mrs. □ Ms. First M.I. Last □ Male □ Female

Address _____ Apt. _____

City _____ State _____ ZIP _____

Phone ( ) _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required) _____ **Birth Date (required)** ___/___/___ Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____ (brand name)

2a. Is your regular brand ...? (Check one.)
□ Regular/King Size □ 100's □ 120's

2b. Is your regular brand ...? (Check one.)
□ Menthol □ Non-Menthol

2c. Is your regular brand ...? (Check one.)
□ Full Flavor □ Light/Mild □ Lowest/1 mg Tar
□ Medium □ Ultra/Extra Low Tar

2d. Do you usually buy it by the ...? (Check one.)
□ Pack □ Carton □ Both Ways

3. How long have you smoked this brand?
□ Less than 1 year □ 1 to 2 years
□ 2 to 3 years □ 3 to 5 years □ Over 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)
□ Go to another store to buy my regular brand.
□ Buy another type or length of my regular brand.
□ Wait until the store has my regular brand.
□ Buy a different brand entirely.

5. What, if any, was your previous brand?

_____ (brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
□ I use almost any cigarette coupon I get.
□ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
□ I only use coupons if they are for my regular brand.
□ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1 or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	□	□	□
I take advantage of special offers for brands other than my regular brand...	□	□	□

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name_____ # of Packs_____
Brand Name_____ # of Packs_____
Brand Name_____ # of Packs_____
Brand Name_____ # of Packs_____

9. Which of the following brands would you consider buying? (Check all that apply.)

□ Alpine	□ GPC	□ Parliament
□ Basic	□ Kent	□ Salem
□ Benson & Hedges	□ Kool	□ Store Brand/Generic
□ Best Buy	□ Marlboro	□ True
□ Best Value	□ Merit	□ Vantage
□ Cambridge	□ Misty	□ Virginia Slims
□ Camel	□ Monarch	□ Winston
□ Capri	□ Montclair	□ None
□ Carlton	□ Newport	□ Other_____ (brand name)
□ Doral	□ Now	

Offer limited to smokers 21 years of age or older. Limit one lighter per person regardless of the number of surveys completed. No photocopies will be accepted. Please allow 10-12 weeks for delivery. **Offer expires 1/31/96. Catalogs will not be mailed after 10/31/95.** Please see catalog for details. Void where prohibited. Offer void to employees of Philip Morris and its advertising agencies.

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